

**CITY OF LONG BEACH
DEPARTMENT OF PARKS, RECREATION & MARINE
MUNICIPAL GOLF COMMISSION MINUTES
JUNE 16, 2004**

1. CALL TO ORDER

The meeting of the Municipal Golf Commission was called to order by Bill Townsend, Chairman, at 3:30 p.m. in the classroom at the Long Beach Junior Golf Academy Building, 6730 E. Carson Street, Long Beach, California. Thomas Shippey, Manager of Maintenance Operations Bureau, took roll call and confirmed a quorum.

Present:

Bill Townsend, Chairman	
Skip Rowland, Vice-Chairman	
Robin Bellamy	Gail Berns
John McCann	Bob Peeters
Philip Barlow	Tonny Christensen
Linda Cook	Ray McElhenney
Len Kennett	Dorothy Deatherage
Betty Hatcher	Len Kennett

Excused:

None

Staff:

Tom Shippey, Manager of Maintenance Operations
Terry Lortz, Superintendent of Golf Operations
Emy Arteaga, Golf Operations Support

American Golf:

Jay Carballo, Regional Director of American Golf
Jeff DeFranco, General Manager at Recreation Park 18
Steve DeWitt, General Manager at Heartwell Golf Course
Mez White, General Manager at El Dorado Golf Course
Lisa Georgeson, Junior Golf Coordinator

Audience:

Cal Olson
Bill Barfield
Becky Turley
Al Theriault
Mike Ortega
James Gilbert
Mike Rae
Lori Casanova
Brigitte Davy

2. INTRODUCTION OF GUESTS

- None

3. APPROVAL OF MINUTES – MAY 26, 2004

- The minutes of the May 26, 2004 meeting were reviewed and approved with one minor change.

It was moved by Commissioner Christensen and seconded by Commissioner Berns that the Municipal Golf Commission approve the minutes.

4. GOLF SUPERINTENDENT REPORT

- Rounds of golf for May were down by 13 (-.03%) over the total course rounds for May. Total rounds of golf were up by 7,577 (4.49%) for the year compared to this time last year. **(Skylinks was removed from the comparison)**
- Mr. Lortz asked the commissioners if they had any questions or comments on the rounds/financial report for the month of May.
- Mr. Lortz informed the commission there was no Monthly Facilities Report in the packets because staff was at training.
- Jim Choura is in the process of doing some operational changes to the salad bar and redoing the snack bar at El Dorado Golf Course. Mr. Choura is paying for these upgrades.

5. AMERICAN GOLF REPORT

- CIP Golf Fund - Available balance approximately = **\$304,265**
- Junior Golf 1% Fund-Available balance as of May 31, 2004 = **\$72,212.19**
- Mr. Carballo reviewed the men and women's club hours report.
- General Manager's Course Maintenance Update:

Mez White, El Dorado Golf Course:

1. Tree trimming is still in progress there are about 40 trees to trim.
2. Range ball enclosure under construction to match existing building.
3. Placing yardage markers on sprinklers.
4. Removed dead tree by #4 tee.
5. Announced the new maintenance superintendent, Javier Martinez.

Steve Dewitt, Heartwell Golf Course:

1. Cutting the beams will be completed the early part of July.
2. Range near completion cracks need to be repaired.
3. Enclosures should be completed by July.

Jeff DeFranco, Recreation Park 18 Golf Course:

1. Placing yardage markers on sprinklers.
2. Measured and tagged fairways.
3. Working on gazebo landscape.
4. Will check on the status of dead tree near #13.

5. Deukmejian Street entrance to the golf course has been landscaped.

Recreation Park 9 Golf Course:

1. DG going onto cart paths to fill and make it smooth.
2. Water cooler has been ordered.
3. Ditch has been very hard to mow and drain.

- Ms. Lisa Georgeson provided an update on the various junior golf programs in our City.
 - The Get-A-Grip Program has started and will be visiting Wardlow Park and California Recreation Teen Center in June and July. Scholarships to the Long Beach Junior Golf Association for those who complete the program will be offered.
 - The second golf clinic session for the Long Beach Chapter of the NAACP started on Wednesday, June 16th at Heartwell Golf Course.
 - D-Day Tournament was held on June 12th at Heartwell Golf Course. A special thanks to all for their participation and dedication to make this event a success. Commissioner Hatcher and Commissioner Barlow entered groups in the tournament. The Men's and Women's Clubs at El Dorado, Skylinks, and Heartwell contributed to the event as well as the Recreation Park Men's Club. A very sincere thanks to Commissioner Bellamy who contributed her time and donation in supporting every aspect of this event. A special thanks to Commissioner Bellamy's son, Bob who built a special surfboard, which was the highlight of the live auction.
 - The Dempsey's fundraising tournament was held on June 4th at Los Amigos Golf Course in Downey. Seventy-two golfers helped raise \$5,000.
 - Any volunteers interested in answering the phones for a couple of hours in our office on Mondays, Tuesdays, and Wednesdays? If anyone is interested, please call Lisa Georgeson at (562) 570-1272.
 - Seeking table workers for Friday afternoons between 2:30 p.m. and 6:30 p.m. for the Long Beach Junior Golf Program.

6. **COMMITTEE STATUS REPORTS**

A. Capital Improvements – Skip Rowland

- We have three very important projects that need to be completed as soon possible.
 1. Cart paths at Recreation Park 9
 2. The restroom at Recreation Park 18
 3. The lakes at Heartwell Park.

The CIP list will have to be reprioritized once the new committee starts.

B. Fees & Charges – Bob Peeters

- Waiting for the fee proposal.

C. Hall of Fame – Len Kennett

- Commissioner Kennett invited the commissioners to attend the Long Beach Open on July 25, 2004 at 2:00 p.m. to support the Hall of Fame award recipients (Mike Miles, Mike Krantz, and Kemp Richardson). Commissioner Kennett thanked all committee members for their great work and support. Commissioner Berns made an effort to attend the meetings following knee surgery.

D. Policies & Procedures– Tonny Christensen

- No committee report.

E. Tournaments – Dorothy Deatherage

- No committee report.

F. Junior Golf Advisory – Linda Cook

- No committee report.

7. **UNFINISHED BUSINESS**

Skylinks Golf Course Renovation Update. The following summary was provided to the commissioners:

- Mr. Shippey welcomed Cal Olson, Architecture who has been the driving force behind the course renovation.
- Mr. Olson gave the following presentation: The Skylinks Golf Course has forever been changed. The “old” course was “dead level” flat, overpopulated with palm trees, lacking in character and overall features. The course was worn out by years of use and was in dire need of a transfusion. The “new” Skylinks changes the character substantially as all the palm trees were removed to allow for a more enjoyable aerial game. Tree for tree, each palm tree was replaced with a tree complementing the course tree variety. The course fairways were re-contoured to provide interest in various holes, elevating tees where appropriate and contoured in general for aesthetic purposes and visibility of features. Four ponds were added to create variety and to introduce the pleasant visual and audio of natural looking ponds, which also serve to challenge the golfer and remind the golfer to use course management. Color has been added at various tee boxes, at restrooms and at the ponds as well as selected areas to provide additional aesthetics. The course now has complete cart paths, which will allow golfers to play in marginal weather and help keep the course in good condition. Bunkering on this course is directive, visual and it “makes a statement.” The bunkers are generally large and will have definite impacts on the golfers aligning their shots. Bunkers wanted to be avoided where possible. The greens are very

generous in size and designed for the ability to accept the designed shot. The greens are contoured to provide interest and challenge depending on pin placements. The course has been lengthened 600 yards from the back tees and could be stretched further if pin placements go to the backside of greens. We have renewed the practice range and fencing as well as providing a large practice putting and chipping area. The clubhouse is being upgraded and a patio is being provided with tables for sitting. The patio faces hole #1 and hole #10 tees and a waterfall separating the two tees flowing to a pond in the patio area. All are designed to enhance the experience of the new Skylinks Golf Course. A resurfaced parking lot and improved entrance statement add a final touch and a striking "first impression" of the new Skylinks experience.

Strategic Plan Update:

- The ad-hoc committee has determined and prioritized the goals and objectives of Golf Operations. Mr. Shippey anticipates having the framework ready to present to the commission by the next golf commission meeting on August 25th. Once again, Mr. Shippey thanked Commissioners Deatherage, Christensen, and Barlow for their participation.

8. NEW BUSINESS

A. Fee Proposal Presentation:

- Mr. Shippey before I turn this over to Mr. Lortz and Mr. Carballo I would like to read the timeline on fee proposals. The process was suppose to start back in March but it was put off due to the Skylinks renovation project. There is no compulsory language that states it has to be out at this date. According to the policy, it states **you may** elect to hold a public meeting. I'm recommending that you have the meeting. Mr. Lortz will be glad to facilitate this meeting and to put out the agendas. In addition to having a public meeting to help the Fees & Charges Committee formulate a recommendation, it states on the policy you should not deal with particular fees instead the committee needs to focus on concepts. For example, the price differential between residents and non-residents, 9 & 18 weekday and weekends, how much of a discount should senior and residents get and when should the discounts be offered, and tournament fees. These are the types of recommendations the Fees & Charges Committee should be dealing with not how much the green fees are at El Dorado compared to Recreation Park. The policy states you **shall** but it does not mean you have to follow. Though keep in mind that if you go the other route be prepared to justify your recommendation to City staff. Mr. Lortz, Mr. Carballo, and myself will be available to attend your public meetings. This gives the Fees & Charges Committee two months to come up with a recommendation for the August 25th golf commission meeting. This is longer than what was generally allowed in the past when the proposal would be given in April and the recommendation was due in May. This is the plan for you to review and ask any questions you might have.
- Commissioner Peeters as the chairman of the Fees & Charges Committee, I can assure you that the committee will follow the schedule outlined in the golf operations manual. I can also tell you that we will not be having our first meeting until sometime in August.

Committee members and commissioners have planned vacations and other events going on.

- Mr. Shippey, understands Commissioner Peeters position however the Fees & Charges Committee or the full commission not necessarily the chairman of the Fees & Charges Committee may elect to hold a public meeting. Keep in mind the City is looking for a recommendation at the August 25th golf commission meeting.
- Mr. Shippey, I will go ahead and turn it over to Mr. Carballo to discuss some of the proposals presented in the golf fee summaries.
- Mr. Carballo reviewed and explained some of the summaries outlined in the fee proposal packet.
- Commissioner Peeters, again your comparing apples to oranges according to what you have listed in the fee proposal. This was a big item listed on the strategic plan.
- Commissioner Barlow, the course ratings are going to be higher for Skylinks along with higher maintenance standards. It's a hefty price increase to accommodate for so golfers will expect the level of service to be above what it is now.
- Commissioner Rowland, at the next golf commission meeting in August, we will have a new Fees & Charges Committee and it maybe a problem. Chairman Townsend, the work will be completed before we have new officers.
- Chairman Townsend we need a motion to have a public meeting in July.

It was moved by Commissioner Barlow and seconded by Commissioner Cook that the Municipal Golf Commission approve the public meeting and turn in a recommendation at the August 25th golf commission meeting. The motion carried with all commissioners voting unanimously with the exception of Commissioner Peeters.

- Mr. Shippey, I understand there is some disappointment in the audience that we did not have enough fee proposal packets for the attendees. If anyone is interested, please contact Mr. Lortz and he will go ahead and mail you a copy.
- Commissioner Christensen, in reference to a memo from Tom Frost regarding maintenance standards. What guarantees that this will not be the case again? Mr. Shippey as long as American Golf is meeting the standards stipulated in the contract, how they meet the maintenance standards is entirely up to them. Mr. Frost's memo has no legal standing and it's not backed up by American Golf and not part of the maintenance standards in the contract.
- Mr. Shippey, the maintenance standards will be outlined thoroughly in the contract. American Golf has stated they want to raise the maintenance standards not just at Skylinks but also at the other City courses.

- Commissioner Peeters, how long did it take Mr. Carballo to put the fee proposal together. Mr. Carballo stated it took a long time. Commissioner Peeters, and you want us to do a quick turn around.
- Chairman Townsend, what is the vision for the new course more rounds, less play, play it quick. When golfers pay \$50 for a round of golf, they expect a higher quality.
- Mr. Carballo, at Skylinks we will be implementing a three tier structure. We hope to have more rounds.
- Commissioner Barlow, are we talking 7-8 minute intervals?
- Mr. Carballo, the tee time intervals have not been determined discussions are pending.
- Commissioner Christensen, do you think golfers will pay \$50 for six hours of play? Mr. Carballo, it will not take six hours to play.
- Commissioner McCann, there was a great article in the Public Links Magazine on tee time intervals.
- Mr. Shippey, the first of the year everyone will play Skylinks but after this we will start to see a significantly decline in the rounds played per year.

B. Golf Course Name:

- Mr. Shippey, we wanted to revisit this again. We have had several artists working on several name options such as Legacy, Legends, and the Long Beach Club. It has been very hard to come up with a logo to match the name. It was decided to bring it back to the commission for further consideration.
- Commissioner Kennett, the name Skylinks has a very rich history and it will always be referred to as Skylinks no matter what you call it.
- Commissioner Barlow, it will remain Skylinks and everyone will always refer to the course as Skylinks. The men's club want the course to remain as Skylinks.
- Commissioner Berns, how about Skylinks and then in small print Home of the Hall of Fame.
- Commissioner Bellamy, the women's club want the course to remain Skylinks Golf Course.
- Vice-Chairman Rowland, in the past I had suggested SkyLakes.
- Commissioner Peeters, it does not matter what you call it when you call for a reservation golfers will still refer to the course as Skylinks.
- Chairman Townsend, any comments from Cal Olson and Phil Hester.
- Mr. Olson, the course needs a name that retains the rich history of Long Beach such as the Links of Long Beach.

- Mr. Hester, we decided to revisit this again and come back to the commission for their input. The course has some very rich history and we want a name that everyone feels comfortable with and will use it when referring to Skylinks.
- Chairman Townsend we need a motion to have a recommendation that the course remain Skylinks and add at Long Beach.

It was moved by Commissioner Barlow and seconded by Commissioner Bellamy that the Municipal Golf Commission approve the course name as Skylinks at Long Beach. The motion carried with all commissioners voting unanimously.

9. COMMENTS

A. AUDIENCE

- Lori Casanova, non-resident (Signal Hill) and a business owner in Long Beach. Mr. Shippey, this issue has been discussed before as part of our strategic plan.
- Lori Casanova, as president of the Skylinks Women's Club we overwhelmingly request the course to remain Skylinks.
- Mr. Barfield, it has been a very long time since Ralph Cryder contacted Cal Olson to get this project started. We're finally doing it and the course looks great. I drive by the course everyday and things are getting done even though I don't see any staff working.

B. STAFF

- Mr. Shippey, if you see any dead crows please stay away and contact animal control. The City receives a dozen calls a day to pick up dead crows. It's your responsibility to protect yourself from mosquito bites. The City is working very closely with Los Angeles Vector Control. The lakes are not a problem because the water is re-circulating and not standing but we do have a problem at the edges of these lakes where mosquitoes can breed. The problem is everywhere not only at the golf courses.
- Mr. Lortz, I would like to present Commissioner Deatherage with an appreciation plaque and gold desk clock for her dedication and support to the commission these past eight years. The plaque presentation and photos followed the meeting adjournment.

C. COMMISSIONERS

- Commissioner Peeters received the City's Wave Link article advising residents to take precautions to eliminate standing water. What are we doing at El Dorado Golf Course to abate West Nile? Mr. Lortz and American Golf staff are monitoring the standing water issue and using surfactant to abate the mosquitoes.
- Chairman Townsend, the West Nile is way out of our jurisdiction and in the control of Los Angeles Vector Control.

- Commissioner Deatherage, it has been a pleasure and honor to serve on the commission.
- Chairman Townsend, from all the commissioners' thanks for your continued support and dedication over the years.
- Commissioner Peeters, are we having the code of ethics presentation from the City Attorney's Office? The presentation has been rescheduled to August 25th.

10. NEXT MEETING

**September 22, 2004 at 3:30 p.m.
Heartwell Junior Golf Building
6730 E. Carson Street
Long Beach, CA 90808**

11. ADJOURNMENT

- Meeting adjourned at 5:13 p.m.

Respectfully submitted,

Emy Arteaga
Golf Operations Support

c: Municipal Golf Commission
Reginald I. Harrison, Deputy City Manager
Phil T. Hester, Director of Parks, Recreation and Marine
Thomas A. Shippey, Manager of Maintenance Operations
Terry L. Lortz, Superintendent of Golf Operations
Jay Carballo, Regional Director of American Golf Corporation
Lisa Georgeson, Director of Junior Golf Programs